

# ORDER

**Orders**

**Order / Rev:** 211382

Alt Order #:

**Product Desc:** TONY THURMOND FOR SPI/CMS 3968

**Estimate:** 2089 5/7-5/13/2018

**Flight Dates:** 05/07/18 - 05/27/18

**Original Date / Rev:** 05/02/18 / 05/02/18

**Order Type:** GEN

**KGO-TV**

**Primary AE:** Christopher Larcade

**Sales Office:** N-PH

**Sales Region:** National

**Agency**

**Name:** Sadler Strategic Media

**Buying Contact:**

**Billing Contact:**

12103 Viewcrest Rd.

Studio City, CA 91604

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** Tony Thurmond for Superintendent of

**Demographic:** A35+

**Product Codes:** Local/State Candidate

**Priority:** P-03

**Revenue Code 1:** AGY

**Revenue Code 2:** POL

**Revenue Code 3:** POL-CAND

**New Business Thru:**

**Order Separation:** 00:20:00

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/27/18	76	\$33,400.00	\$28,390.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	76	\$33,400.00	\$28,390.00	0.00
<b>Totals</b>	<b>76</b>	<b>\$33,400.00</b>	<b>\$28,390.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KGO-TV	30%	\$33,400.00
Market	100%	\$111,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$11,133.33
KNTV	20%	\$22,266.67
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$11,133.33
KTVU	30%	\$33,400.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	KGO	05/07/18	05/13/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	11111--	:30	5	\$100.00	P-03	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 05/07/18	05/13/18	11111--			5			\$100.00		0.00			

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**KGO-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11111--			5		\$100.00	0.00					
N30	KGO	05/07/18	05/13/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	11111--	:30	5	\$350.00	P-03	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11111--			5		\$350.00	0.00					
N31	KGO	05/07/18	05/13/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	21212--	:30	8	\$400.00	P-03	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	21212--			8		\$400.00	0.00					
N32	KGO	05/07/18	05/13/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	11-11--	:30	4	\$300.00	P-03	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11-11--			4		\$300.00	0.00					
N33	KGO	05/07/18	05/13/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11111--			5		\$800.00	0.00					
N34	KGO	05/07/18	05/13/18	11a-1130a News M-F ABC7 11a News	CM	Cc 11a-1130a	-111---	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	-111---			3		\$200.00	0.00					
N35	KGO	05/07/18	05/13/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	111-1--	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	111-1--			4		\$200.00	0.00					
N36	KGO	05/07/18	05/13/18	5p-530p News M-F ABC7 5p News	CM	Cc 5p-530p	-1111--	:30	4	\$450.00	P-03	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	-1111--			4		\$450.00	0.00					
N38	KGO	05/07/18	05/13/18	6p-7p News M-F ABC7 6p News	CM	Cc 6p-7p	11111--	:30	5	\$500.00	P-03	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11111--			5		\$500.00	0.00					
N40	KGO	05/07/18	05/13/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	1111---	:30	4	\$900.00	P-03	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	1111---			4		\$900.00	0.00					
N41	KGO	05/07/18	05/13/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	-1111--	:30	4	\$900.00	P-03	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	-1111--			4		\$900.00	0.00					
N45	KGO	05/07/18	05/13/18	11p-1135p Late News M-F ABC7 11p News	CM	Cc 11p-1135p	11111--	:30	5	\$800.00	P-03	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11111--			5		\$800.00	0.00					
N47	KGO	05/07/18	05/13/18	Kimmel 1135p-1237a M-F M-F 1135p-1237a	CM	Cc 1135p-1237a	11-11--	:30	4	\$400.00	P-03	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	11-11--			4		\$400.00	0.00					
N48	KGO	05/07/18	05/13/18	Nightline 1237a-107a M-F M-F 1237a-107a	CM	Cc 1237a-107a	111-1--	:30	4	\$200.00	P-03	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	111-1--			4		\$200.00	0.00					
N49	KGO	05/07/18	05/13/18	5a-6a News SaSu ABC7 5a News Wknd	CM	Cc 5a-6a	-----11	:30	2	\$100.00	P-03	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		05/07/18	05/13/18	-----11			2		\$100.00	0.00					
N50	KGO	05/07/18	05/13/18		CM	Cc 5:58 AM-9:00 AM		:30	2	\$150.00	P-04	0.00	NM	4	\$600.00

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				6a-10a News SaSu			-----11								
				ABC7 6a-10a News/GMA		(5:58 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----22		4			\$150.00		0.00				
N51	KGO	05/07/18	05/13/18	Access Wknd 7p-8p Sa	CM	Cc 7p-8p	-----1-	:30	1	\$350.00	P-04	0.00	NM	1	\$350.00
				Sa 7p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1-		1			\$350.00		0.00				
N52	KGO	05/07/18	05/13/18	1135p-12a News Extra 3M	CM	Cc 1135p-12a	-----11	:30	2	\$400.00	P-03	0.00	NM	2	\$800.00
				ABC7 1135p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----11		2			\$400.00		0.00				
N53	KGO	05/07/18	05/13/18	This Week 8a-9a Su	CM	Cc 8a-9a	-----1	:30	1	\$1,000.00	P-03	0.00	NM	1	\$1,000.00
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1		1			\$1,000.00		0.00				
N54	KGO	05/07/18	05/13/18	9a-10a News Su	CM	Cc 9a-10a	-----1	:30	1	\$200.00	P-03	0.00	NM	1	\$200.00
				ABC7 9a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1		1			\$200.00		0.00				
N55	KGO	05/07/18	05/13/18	Bay Area Life 630p-7p	CM	Cc 630p-7p	-----1	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
				Su 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		05/07/18	05/13/18	-----1		1			\$300.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KGO	05/07/18-05/13/18		Bay Area Life 630p-7p Su		630p-7p	-----Su	:30		<del>(\$300.00)</del>		0.00	NM		
See MG 55.6															
6	KGO	05/27/18-05/27/18		Bay Area Life 630p-7p Su		630p-7p	-----Su	:30		\$300.00		0.00	NM		
Ⓜ MG for 55.2 05/13															
[No Pgm. due American Idol Live]															
													Totals	76	\$33,400.00